

## ABSTRACT

Improving the TV watching experience by the use of digital video time shifting and micro program guides per program to match an interest profile filter for each viewer. This is coupled with a payment mechanism to allow each individual the capability of watching TV programs in a manner consistent with their individual interests and values, and simultaneously protecting the economic rights of the content provider. To date, the cable industry increases revenues by offering additional programming to their customers. This invention teaches that major additional revenue can also be created by the omission of undesired content.

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